



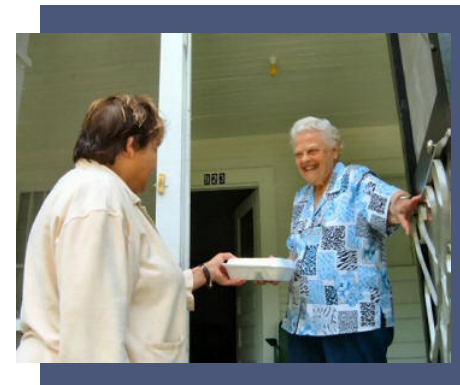
History of Adopt A Route

2009 Sponsors

Eide Bailly
 First American Bank
 Heartland Home Healthcare & Hospice
 Moore Norman Technology Center
 Norman Regional Health Systems
 OEC
 OG&E

2010 Sponsors

First American Bank
 Flintco, Inc.
 Michael Murphy
 Miko Group
 Moore Norman Technology Center
 Norman Regional Health Systems
 OEC
 OG&E
 Don G. Pope & Associates
 Sarkeys Foundation
 SportsTalk 1400 am
 United Way of Norman
 The Anne and Henry Zarrow Foundation



About Meals on Wheels of Norman

Our Clients:

- Over 92% of meal recipients say they are less isolated since receiving services.
- More Than A Meal... Approximately 85% of the clients say they consider the volunteer drivers as friends.
- 95% of our clients say Meals on Wheels allows them to live independently.
- 98% say they look forward to the meals and are able to maintain healthier diets with our services.
- Nearly 95% of all clientele report the daily visitation makes them feel safer.

History:

Meals on Wheels of Norman, A United Way of Norman agency, began serving the Norman Community on January 21, 1972 as the Norman Mobile Meals Council, under the direction of the late Tedo Prickett, executive director and co-founder.

Meals on Wheels has maintained the same basic philosophy to improve nutrition by providing meal service to the ill, disabled, and senior residents within the Norman city limits. The organization strives to improve the mental health of isolated recipients by providing visitation and to improve the well-being of senior citizens in coordination with existing services in the Norman area.

ADOPT A ROUTE

Save Our Seniors...



“Community Marketing with A Heart”

Show the Community YOUR support for the elderly and create your own Marketing Package!



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Meals on Wheels of Norman, Inc.
 P.O. Box 1371, Norman, OK 73070
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summer@mealsonwheelsnorman.com

**Meals on Wheels of Norman
 A United Way Agency**



MEALS ON WHEELS OF NORMAN 2011 ADOPT A ROUTE: "Community Marketing with A Heart"

It's Easy!

1. Choose A Sponsorship Level
2. View the Incentives You will Automatically Receive
3. Design your Community Marketing Package from the 3 categories
4. We'll Do the Work!



Show the Community YOUR support for the elderly and get the most for your Advertising Dollar!
Create Your Own Community Marketing Package!

Now It's Time To Design Your Community Marketing Package!

Pillar of the Community Sponsor (\$2,500) - **Choose 3 options in each category below**

Community Leader Sponsor (\$2,000) - **Choose 2 options in each category below**

Good Samaritan Sponsor (\$1,500) - **Choose 1 option in each category below**

**By Just Deciding to be A Sponsor,
You will Receive:**

- Meals on Wheels will name a delivery route after your company.

- Media Release sent to local media outlets (print and television) highlighting 2011 Adopt A Route campaign sponsors.

- Company name and logo printed on 2011 Adopt A Route promotional items given to our 150 volunteers:

- *T-shirts
- *Mouse pads

- Company name included in the Half-Page Adopt A Route advertisement in *The Norman Transcript*.

- Company name and logo to appear on each edition of the Meals on Wheels "As the Wheel Turns" E-newsletter (circulation - 400) (E-mailed out in March, April, June, July, September, October, December, and January 2012).

- Company's name and website link to appear on the Meals on Wheels website for the duration of 2011 Adopt A Route sponsorship

- Opportunity for a company representative to participate as a VIP guest at the Meals on Wheels Big Wheels event (March).

- *Local media is contacted for the event

Category 1: Community & Web Marketing

- Month Promotion:**
Promotion of your company for an entire month!
- Promotion Includes:
*E-newsletter story
*Public Speaking Opportunity
*Promotion of your company through volunteer events
- Flyer distribution
- logo display on monthly menu
- Feature Video interview
- Feature blog
- Social Media Marketing

Category 2: Advertising

- Bus Stop Advertising
- (4) 30 second (all prime time air times) on KREF Sports Talk 1400 am
- Advertising in *The Norman Transcript*
- Meals on Wheels Quarterly Newsletter Advertising - (May, August, November, and February 2012) - circulation approx. 4,000
- Creative web advertising

Category 3: Special Event Marketing

- 2011 Meals on Wheels Swing Into Action and Drive Out Hunger Golf Scramble Gold Sponsorship (June 17, 2011):
- Sponsorship Includes:
*One team of 4 players, Golf Tournament Hole Signage, Corporate name on publicity for the tournament, Hole Signage, and recognition gift.
- 10 (6" poinsettias) delivered to your company from the Meals on Wheels Annual Poinsettia Sale
- One team of eight players to play in the 3rd Annual Trivia Tournament (October)
- Laminated tote bags with your name and logo distributed to golf and trivia tournament participants

Meals on Wheels of Norman Adopt A Route

For More Information, Please Contact:

Summer McGuire at (405) 321-7272 or by email at summer@mealsonwheelsnorman.com

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www.mealsonwheelsnorman.com